

**AMENDMENT TO THE CLAIMS**

Please amend claims 19-36 as follows. Please add new claims 37-38.

19. (currently amended) A method of using the Internet to retrieve and handle at least one article in electronic form from a printed publication which has been printed in physical paper form by a publisher, comprising:

providing preparing at least one article that is to be published in printed physical paper form for circulation by said publisher;

assigning, by said publisher, said at least one article with at least one unique tag prior to printing said article in printed physical paper form for circulation by said publisher;

publishing in circulation, by said publisher, both of said at least one article and its corresponding unique tag in printed physical paper form with its corresponding tag being printed in physical proximity to said article, said publisher also providing information indicative of a web site, an e-mail address and a telephone number for retrieval;

storing, by said publisher, said at least one article in an electronic database, said article being uniquely retrievable based on said corresponding unique tag;

connecting, by said publisher, said database to said Internet;

receiving, by said publisher, a request from an Internet client through one of said web site, said e-mail address and said telephone number, said request including said at least one tag and information indicative of at least one of said Internet client's telephone number and said Internet client's e-mail address, said tag having been previously retrieved observed by said Internet client from said printed physical paper form in circulation, said Internet client having previously registered at least one of said Internet client's telephone number and said Internet client's e-mail address with said publisher;

said publisher authenticating said Internet client based on at least one of said Internet client's telephone number and said Internet client's e-mail address indicated by said request;

searching retrieving by said publisher through from said database to locate said article in electronic form matching said at least one tag, upon authenticating said Internet client's request;

upon locating said article in electronic form from said database, said publisher electronically transmitting said article in electronic form to said Internet client's email address.

20. (currently amended) The method of claim 19, further comprising the step of bundling additional information relevant to a subject matter of said article when electronically transmitting said article in portable electronic form to said Internet client, said relevant additional information being one of pre-supplied by another server as static information and supplied by another server in real-time.

21. (currently amended) The method of claim 20, further comprising the step of bundling additional relevant information based on the profile information supplied by said Internet client during said pre-registering, said additional information being one of pre-supplied by another server as static information and supplied by another server in real-time.

22. (currently amended) The method of claim 21, further comprising the steps of bundling based on the profile information supplied by said Internet client and subject matter of said printed article, and collecting a fee by said publisher from said server for such bundling.

23. (currently amended) The method of claim 20, further comprising:  
prior to granting access of said database to said Internet client, pre-registering said Internet client's telephone number and e-mail address for authentication, also pre-registering said Internet client's profile information;  
upon authentication of said Internet client through one of said web site, said e-mail address and said telephone number, processing said request from said Internet client.

24. (currently amended) The method of claim 20, wherein the step of electronically transmitting said article in portable electronic form comprises sending to an said email address supplied by said Internet client, wherein said request by said Internet client is in an e-mail with said at least one tag indicated in a subject field of the e-mail.

25. (currently amended) The method of claim 19, further comprising:  
connecting said database to a telecommunication gateway, said gateway being adapted to transmit a request from a Internet client to said database through a one of wireless and landline telephone telecommunication network.

26. (currently amended) The method of claim 23, further comprising:
- upon pre-registering said Internet client, collecting and storing ~~an~~said email address of said Internet client for delivery;
- connecting said database to a telecommunication gateway, said gateway being adapted to transmit ~~a~~said request from ~~an~~ Internet client to said database through ~~a~~one of wireless and landline telephone telecommunication network;
- upon authenticating said Internet client, sending said printed article in electronic form to said email address of said Internet client previously collected.

27. (currently amended) The method of claim ~~19~~26, wherein the step of assigning at least one tag to said article comprises:

assigning a default code, said default code being published with said article when printed in physical form for circulation;

assigning additional codes, comprising:

name of publication;

author's name;

date of publication;

at least a portion of said printed article's title.

28. (currently amended) A method of using the Internet to retrieve and handle a plurality of articles in electronic form from a plurality of publications which have been printed in physical paper form for circulation by at least one publisher, comprising:

a first step of printing an article in physical paper format for circulation by said publisher, comprising:

providing preparing said plurality of articles to be published in printed physical paper form for circulation by said publisher;  
assigning, by said publisher, each of said plurality of articles with to at least one unique tag prior to printing in printed physical paper form for circulation;  
publishing in circulation, by said publisher, each of said plurality of articles in printed physical paper form with its corresponding tag also printed in physical proximity to each of said articles, said publisher also providing information indicative of a web site, an e-mail address and a telephone number for retrieval from an aggregator;  
collecting said plurality of articles in portable electronic form;  
storing said plurality of articles in at least one electronic database managed by said aggregator, each of said articles being uniquely retrievable based on said tag corresponding to each article;  
connecting, by said publisher aggregator, said at least one database to said Internet; and

a second step of retrieving said article in portable electronic format, comprising:

receiving by said publisher third party aggregator a request from an Internet client through one of said web site, said e-mail address and said telephone number, said request specifying said at least one tag and said Internet client's delivery means of at least one of said Internet client's telephone number and said Internet client's e-mail address, said tag having been previously retrieved observed by said Internet client from said printed physical paper form in circulation, said Internet client having previously registered at least one of said Internet client's telephone number and said Internet client's e-mail address with said aggregator;  
said aggregator authenticating said Internet client based on at least one of said Internet client's telephone number and said Internet client's e-mail address indicated by said request;

searching through retrieving from said at least one database to locate said article in portable electronic form matching said at least one tag by said aggregator publisher, upon authenticating said Internet client's request;  
upon locating said article in electronic form, said aggregator publisher electronically

sending said article in portable electronic form to said Internet client based on said Internet client's delivery means.

29. (currently amended) The method of claim 28, further comprising the step of bundling additional information relevant to a subject matter of said article with the electronic delivery of said article in portable electronic form to said Internet client, said relevant additional information being one of pre-supplied by another server as static information and supplied by another server in real-time.

30. (currently amended) The method of claim 29, further comprising:  
pre-registering each Internet client by collecting and storing information regarding delivery means, profile and payment methods;  
issuing to each Internet client an access code to said database;  
upon receiving a request from said Internet client, authenticating said Internet client based on one of said access code, said Internet client's e-mail address, and said Internet client's telephone number;  
if authenticated, allowing said searching to be conducted.

31. (currently amended) The method of claim 30, further comprising:  
connecting said at least one database to a telecommunication gateway, said gateway being adapted to transmit a request with a tag from a telecommunication client to said database, said database being assigned said telephone number previously published by said publisher, said telecommunication client being assigned said Internet client's telephone number;  
upon authenticating said request from said telecommunication client by recognizing said Internet client's telephone number, processing said request;  
upon locating retrieving an article in portable electronic form matching said tag, transmitting said article in portable electronic form to said telecommunication client based on specified delivery means.

32. (currently amended) The method of claim 31, wherein the request is transmitted through a one of wireless telephone and wired telephone connection to said database and said reply is transmitted to said client's pre-registered email address.

33. (currently amended) A method of using the Internet to retrieve and handle a plurality of articles in electronic form from a plurality of printed publications for at least one entity corporate customer, said articles having been printed in physical paper form by at least one publisher, said entity corporate customer providing having issued to a plurality of Internet clients e-mail addresses under said corporate customer's common domain name through said entity customer, comprising:

a first step of printing an article in physical paper format for circulation by said publisher, comprising:

providing preparing a plurality of articles to be published in printed physical paper form for circulation;

assigning, by said publisher, each of said plurality of articles with to at least one unique tag prior to printing said articles in printed physical paper form for circulation; publishing, by said publisher, in circulation both of each of said plurality of articles and its corresponding tag in printed physical form, each corresponding tag being printed in physical proximity to each of said articles, said publisher also indicating a web site, an e-mail address and a telephone number for retrieval;

storing, by said publisher, said plurality of articles in electronic form in at least one electronic database, each of said articles being searchable retrievable based on said at least one tag;

connecting said at least one database to said Internet; and

a second step of retrieving said article in portable electronic format by one of said Internet clients affiliated with said corporate customer, comprising:

registering said entity corporate customer by storing information regarding said corporate customer's domain name, payment methodology and access rights criteria;

receiving a request at said e-mail address from an Internet client, said request including said at least one tag and information indicative of said Internet client's e-mail address, said tag having been retrieved observed by said Internet client from said printed physical form in circulation;

authenticating by said publisher said Internet client to determine if said Internet client is allowed by said entity corporate customer based on a domain name of said Internet client's e-mail address;

if authenticated, searching through retrieving from said at least one database to locate said article in electronic form matching said at least one tag;

upon locating said article, said publisher electronically sending said article in electronic form to said Internet client's e-mail address based on delivery method provided by said Internet client.

34. (currently amended) The method of claim 33, wherein:  
said payment methodology comprises user fee based on the number of Internet clients allowed by said entity corporate customer;  
said access rights criteria comprises granting rights to those Internet clients matching predetermined criteria identified by said corporate entity customer.
35. (currently amended) The method of claim 34, wherein:  
said delivery method comprises only delivering said article in portable electronic form to said entity corporate customer's designated e-mail mailbox.
36. (currently amended) The method of claim 35, wherein:  
said delivery of each requested article is bundled with a commercial advertisement supplied by an advertiser in real-time, said commercial advertisement being relevant to a subject matter of said requested article;  
collecting, by said publisher, a fee from said advertiser based on the bundling.
37. (new) The method of claim 36, wherein said corporate customer issues a plurality of e-mail addresses within a common domain name to a plurality of Internet clients affiliated with the corporate customer.
38. (new) The method of claim 26, wherein said Internet client pays for delivery of said article in electronic form through the Internet client's phone bill associated with said Internet client's telephone number pre-registered with said publisher.